

**AMENDMENTS TO THE CLAIMS:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**LISTING OF CLAIMS:**

Claims 1-26 (Canceled).

Claim 27. (Previously Presented) A method of forming a local information label, the local information label comprising at least one local category label which identifies a category of program content, said at least one local category label having an associated value which identifies an acceptable level of program content, the method comprising the steps of:

presenting a program to a user;

presenting to the user a representation of a transmitted category label having a value which identifies the content of the program;

receiving an indication from the user that the content of the program is at least one of unacceptable and acceptable;

modifying the value associated with the local category label based on the received indication from the user that the content of the program is at least one of unacceptable and acceptable;

forming the local information label based on the modified value associated with the local category label; and

indicating whether the modification of the value associated with the local category label is to be temporary or permanent.

Claims 28-30 (Canceled)

Claim 31. (Previously Presented): An apparatus for forming a local information label, the local information label comprising at least one local category label which identifies a category of program content, said at least one local category label having an associated value which identifies an acceptable level of program content, the apparatus comprising:

means for presenting a program to a user;

means for receiving an indication from the user that the content of the program is at least one of unacceptable and acceptable;

means for modifying the value associated with the local category label based on the received indication from the user that the content of the program is at least one of unacceptable or acceptable;

means for forming the local information label based on the modified value associated with the local category label; and

means for indicating whether the modification of the value associated with the local category label is to be temporary or permanent.

Claims 32-33 (Canceled).

Claim 34. (Currently Amended): A method for scheduling an advertisement during a program in relation to content of the program, the program comprising a plurality of frames having a program information label which ~~rates~~

describes the instantaneous content of the program at at least two levels, the method comprising:

scanning the program information label to ascertain the instantaneous content level value of a frame of the program over the duration of the program;

determining one of a plurality of advertisements to be run during said program based upon the instantaneous content level of a frame of the program; and

scheduling said one advertisement within the program within a predetermined time interval of presentation of the content having a predetermined value of the instantaneous content level of the program information label.

Claims 35-44 (Canceled).

Claim 45. (Currently Amended): In an information access system in which the information has associated therewith an information label which specifies at least one aspect of the content of the information, a method for scheduling advertisements for presentation to a user comprising:

determining at least one aspect of the content of the information based upon its associated information label; and

scheduling the presentation of an advertisement based upon the at least one aspect of the content of the information;

wherein the advertisement is scheduled to be presented to the user within a predetermined time interval of the content of the information having the at least one aspect from when the at least one aspect is determined.

Claim 46 (Canceled).

Claim 47. (Previously Presented): The method of claim 45 wherein the information label specifies at least a level and type of content related to sex or violence, and wherein the advertisement is scheduled to be presented within a predetermined time interval of the determination of sex or violence in the information.

Claims 48-60 (Canceled)

Claim 61. (Currently Amended): A method for scheduling an advertisement during a program in relation to content of the program, the program having a program information label which ~~rates~~ describes the instantaneous content level of the program, the method comprising:

scanning the program information label to ascertain the instantaneous content level of a scene or portion thereof of the program over the duration of the program; and

scheduling an advertisement within a predetermined time interval of display of a frame of the program to a viewer having the instantaneous content level greater than a predetermined threshold value ascertained during the scanning.

Claim 62. (Previously Presented): The method of Claim 61, wherein the instantaneous content level comprises at least one category and a value for each at least one category.

Claim 63. (Currently Amended): A method for scheduling an advertisement during a program in relation to content of the program, the program having a program information label for each scene or portion thereof of the program, which rates describes the instantaneous content level of the program, the method comprising:

scanning the program information label to ascertain the instantaneous content level of a scene or portion thereof of the program over the duration of the program; and

scheduling an advertisement outside a predetermined time interval of an occurrence of the instantaneous content level above a predetermined threshold value, which was presented to a user.

Claim 64. (Previously Presented): The method of Claim 63, wherein the instantaneous content level comprises at least one category and a value for each at least one category.

Claim 65. (Currently Amended): In an information access system in which the information has associated therewith an information label which specifies at least one aspect of the content of the information, a method for scheduling advertisements comprising:

determining at least one aspect of the content of the information based upon its associated information label; and

scheduling the presentation of an advertisement based upon the at least one aspect of the content of the information;

wherein the advertisement is scheduled to be presented outside a predetermined time interval of the presentation of the content of the information having the at least one aspect determined based upon its associated information label.

Claim 66. (Currently Amended): A method for scheduling an advertisement during a program in relation to content of the program, the program having a program information label which ~~rates~~ describes the instantaneous content of a scene or portion thereof of the program at at least two levels, the method comprising:

scanning the program information label to ascertain the instantaneous content level of a scene or portion thereof of the program over the duration of the program; determining one of a plurality of advertisements to be run during said program based upon the instantaneous content level of the scene or portion thereof of the program; and

scheduling for presentation to a user said one advertisement within the program outside a predetermined time interval of a predetermined value of the instantaneous content level of each scene or portion thereof of the program information label.